

***IN THE UNITED STATES PATENT AND TRADEMARK OFFICE***

Applicant: Tannichi ANDO et al.

Title: TERMINAL DEVICE, BUSINESS DESIGNATION METHOD, CONTENTS  
PROVISION DEVICE, CONTENTS PROVISION METHOD, RECORDING  
MEDIUM, PROGRAM, BUSINESS MANAGEMENT SYSTEM AND BUSINESS  
MANAGEMENT METHOD

Appl. No.: 10/529,576

Filing Date: March 30, 2010

Examiner: Candice D. Carter

Art Unit: 3629

Confirmation 7881  
Number:

**AMENDMENT AND REPLY UNDER 37 CFR 1.111**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This communication is responsive to the Non-Final Office Action dated August 25, 2010, concerning the above-referenced patent application.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this document.

**Remarks/Arguments** begin on page 10 of this document.

Please amend the application as follows: